

**HME**

## PROFILE

In today's constantly changing commercial environment, business demands consistent, high performance communications services more than ever! HME has an established track record of delivering value for clients through our contemporary service portfolio spanning Communications, Media, Events, Sports Marketing and Models.

Our portfolio combines strong communications capability with innovative outdoor and in-mall media complemented by cutting edge digital media platforms. These are supported by our significant strengths in execution and implementation, brand activation and community engagement.



## INFORMED, STRATEGIC, INNOVATIVE

In today's dynamic world communications is the key driver of success. It is a highly complex art form requiring finely-tuned skills capable of educating audiences and influencing stakeholder opinion in ways that are ethical, transparent and convincing.

The PR & Communications space we operate in is strategic communication alignment, competitor analysis, crisis management, customer surveys, media training, messaging development, planning & evaluation and press relations. We build alliances for both commerce and citizens; we raise a client's profile. We plan your local and international communications strategy and programs, developing and implementing integrated strategic PR. Our consultants advise on new and innovative ideas – bringing fresh thinking to enhance your media profile and increasing your brand recognition.

**“WE ARE WHAT WE  
REPEATEDLY DO.  
EXCELLENCE, THEN, IS NOT  
AN ACT BUT A HABIT.”**

**ARISTOTLE  
GREEK PHILOSOPHER**

## PHILOSOPHY

Practiced at its best, public relations is a disciplined and sustained effort to foster mutual understanding between a client and its public. HME Communication offers a dynamic, pro-active service. We have our fingers on the pulse of corporate and public sentiment, positioning us to bridge communications between the client, its customers and the slew of other disciplines with whom that customer interacts.

## OUR SERVICES

Our services include but are not limited to:

- Client Advisory – Print & Electronic media
- Strategic Planning & Research – Media, stakeholder & sociological research & evaluation metrics
- Media Awareness – Managing media relations, environmental scanning, issues identification
- Image Protection – Reputation & brand risk assessment
- Crisis Management – Prepare for the unexpected, communication blueprints, media interview strategies
- Article & Speechwriting – Background research, copywriting, Arabic, English and publication placement.





## INVENTIVE, COLLABORATIVE, RELIABLE

Events; sports, entertainment, cultural or business based are highly visible statements that leave an impact and a lingering effect on people.

Be it a trade show, a business conference or a product launch to name a few, HME Events through its experienced staff and extended supplier network, offers our clients customized solutions tailored to the client's vision. Our team will assist the client from concept to post-event.

Services offered by HME Events are:

- Trade shows
- Exhibitions
- Product Launches
- Official / Public Ceremonies
- Fashion Shows
- International / National Forums
- Award Ceremonies
- Local and International Road Shows

Our design, fabrication and staffing solutions coupled with our guerilla marketing and advertising capabilities present a value added package for all our clients needs.

**"EVERYTHING SHOULD BE AS  
SIMPLE AS IT IS, BUT NOT  
SIMPLER."**

**ALBERT EINSTEIN  
GENIUS**



INSPIRED, VIBRANT, COMMITTED

As a breed, our models don't fall from the tree. We carefully select and brief them ahead of every assignment. The right attitude can be as important as the right look! HME Models brings you our extended database of models and promotional staff to help you find just the right girl or guy, child or baby for your specific occasion, be it a catwalk parade, photo shoot, promotional sampling or acting as a hostess at your corporate function.

In the field, HME Models creatively delivers your brand promotion into the hands of your consumers, whether it is in-store, on-street, transit, campus, offices, shopping malls, events / road shows, on / off premises and unique trade locations. We activate sampling, experiential activities, trade launches, merchandising, canvassing, mystery shopping and sales promotions.

"I HAVE THE SIMPLEST  
TASTES. I ALWAYS SETTLE FOR  
THE BEST."

OSCAR WILDE  
WIT & AUTHOR



## PASSIONATE, PROACTIVE, ENGAGED

At HME Sports Marketing, sports and entertainment are our passions. We help our clients reach their customers by leveraging sports and entertainment content based on our proven expertise in :

- Sports Asset / Platform Strategy
- On-Site and Field Activation
- Hospitality Management and procurement
- Sports Event Production
- ROI and Post-Implementation Sponsorship evaluation

HME Sports Marketing delivers innovative, creative and comprehensive programs to a wide range of organizations. The success of HME Sports Marketing lies with our strong relationships with sporting organizations, government, venues, broadcasters and the commercial sector.

**“OPPORTUNITIES MULTIPLY  
AS THEY ARE SEIZED.”**

**SUN TZU  
AUTHOR ‘THE ART OF WAR’**

# OUR PRIVATE CLIENTS



# OUR GOVERNMENT CLIENTS



[www.hmeuae.ae](http://www.hmeuae.ae)

P.O. Box 38348, Abu Dhabi, U.A.E.

Tel : +971 2 6335 795

Fax : +971 2 6335 126

P.O. Box 33933, RAK, U.A.E.

Tel : +971 7 2051 800

Fax : +971 7 2051 900

P.O. Box 122908, Dubai, U.A.E.

Tel : +971 4 3344 250

Fax : +971 4 3348 894